

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application : 09/815,856  
Applicant(s) : Zimmerman, John  
Filed : 3/23/2001  
Confirmation : 5812  
T.C./Art Unit : 2623  
Examiner : Reuben M. Brown  
Atty. Docket : US 010094  
Title : Method and Apparatus for Recommending Television  
Programming Through a Celebrity or Using a Celebrity Profile

**AMENDMENT and/or RESPONSE under 37 C.F.R. § 1.111**

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the non-final Office action of 18 September 2008, please amend the above referenced application as follows and reconsider the application in light of the following remarks.

**This paper includes** (each beginning on a separate sheet):

- 1. Amendments to and/or listing of the Claims; and**
- 2. Remarks / Discussion of issues.**